

# ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, June 2006

## Top 10 Advertised Drug Classes January-June 2006

Cholesterol reducers	\$4,102,000 (+35%)
Angiotensin II antagonists	\$2,965,100 (+5%)
Antiasthmatics/Bronchodilators	\$2,522,300 (+6%)
Antidepressants	\$2,166,300 (-)
Ulcer therapy	\$2,146,600 (-28%)
Diabetes diagnosis & therapy	\$1,977,900 (+21%)
Contraceptives	\$1,627,300 (+2%)
Analgesics-narcotics	\$1,623,900 (+120%)
ACE inhibitors	\$1,200,700 (-31%)
CCBs/Cholesterol reducers	\$1,105,000 (+999%)

## Top 10 Advertised Products January-June 2006

Crestor	\$1,534,500 (+35%)
Caquet	\$1,105,000 (+999%)
Lipitor	\$1,023,900 (-22%)
Atacand	\$964,300(+201%)
Effexor	\$931,500 (-17%)
Celebrex	\$908,300 (+224%)
Avapro	\$898,000 (-91%)
Lyrica	\$872,000 (+999%)
Altace	\$869,800 (-16%)
Lipidil EZ	\$850,800 (+999%)

To find out more about these figures, contact your STA representative.

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